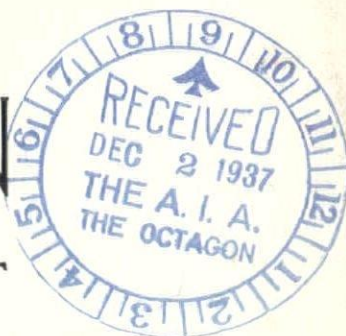


341

THE
WISCONSIN
ARCHITECT



THE OFFICIAL PUBLICATION OF
THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS
WISCONSIN CHAPTER OF THE AMERICAN INSTITUTE
OF ARCHITECTS
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PROCEEDINGS
of the
SIXTH ANNUAL CONVENTION



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PROCEEDINGS OF THE SIXTH ANNUAL CONVENTION

MORNING SESSION: 10:30 A.M.

PRESIDENT HENRY AULER: Gentlemen, this convention will please come to order. We have quite a bit of business this morning, and it looks now as though we will have to extend into the afternoon.

We understood that we were going to be welcomed here today by the Honorable Mayor of the city, but for some reason or other, he could not appear. I understand that he has sent a very capable representative here to represent him this morning. It is my pleasure to introduce to you Mr. Thos. Dwyer, City Attorney of Green Bay.

THOS. DWYER, City Attorney: Mr. President, Members of the State Association of Wisconsin Architects:—Mr. Farrell called on me this morning, as he could not be here. I have been asked to substitute for him. I assure you that your president's valuation of me is considerably overrated. Nevertheless, we do want to welcome you.

Your President before told me that you had a very excellent Executive meeting last night, and he also was somewhat disappointed, perhaps, that some of the members of the Executive Committee were not here this morning. I want to assure him that that isn't a peculiarity in this city. I want to explain to you why, perhaps, some of the members of the Committee are not here. A certain Judge came to try some cases in Green Bay, and the food and liquid refreshments were so pleasing to him that he had to be taken back to Milwaukee with a block and tackle. Let that be a warning to you of some of the intrigue in this city.

There was once a young fellow who said, "Goodbye, Dad, I am going to Green Bay." His Dad replied, "You should put the accent this way—"Goodbye, Dad, I am going to Green Bay." You know, we like to show off just like everyone likes to who knows how much they have, so, if you will pardon me, I will tell you a few things that we have here.

For over three hundred years, people have been coming to this city. This very spot which you are meeting on is a historic spot. For over a hundred years, in fact, since 1829, the public have been coming to this very spot to hold conventions, etc. Across the river to my right is the scene of old Fort Howard, erected seventy-five years before the Revolutionary War; under three flags, the French, English, and American, the Fort then became Ft. Francis Augustus, and finally Fort Howard. Jefferson Davis, afterwards President of the Confederacy, was an officer in charge of the Fort. The Porlier Cottage, erected in 1776, at the time of the Revolutionary war, still stands. Father Allouez, who established the first mission in this part of the world, chose this city. When you go to De Pere, coming back on the East side of the river, you come in contact with the first Court House. I would suggest that you stop into the Supreme Court Chambers and look at the beautiful pictures painted on the walls. Chief Oshkosh was accused of murder because he killed another Indian. He defended himself and proved to the satisfaction of the then territorial judge, that he wasn't guilty, and he was found not guilty. You will see on the top of the ceiling, or across from that, the flag-staff of Fort Smith, the site of the first brick house in this part of the world. Baums Store is the scene of the first Lawyer's office. This was Henry Baer, the first lawyer in this part of the country in 1824. He participated in the trial of Chief Oshkosh. Tim Howe, whose residence was at the foot of Jefferson Street, was afterwards United States Senator. He was also named as Chief Commanding officer from Green Bay to the Civil War. The first newspaper, the first bank, the first church, and the first court house, we have them here, and we want you to know about them as our guests. Another thing, Green Bay was the largest producer of shingles at one time. That time has come and gone. Later on, it was the largest producer of fur hides. Right down to the end of this street, is the old Astor place, where John Jacob Astor had his fur trading headquarters. South of Walnut Street, towards the city limits, is known as the plat of Astor, laid out by John Jacob Astor. Those are some of the things I think might interest you. Of course, we have progressed since that time. We still have firs, which I don't need to recite. You all know of our Packer Football team. We do not claim possession by any means. Green Bay is also the largest producer of cheese. We have taken the title away from Plymouth, Wisconsin.

Another thing, our streets are lined with elm trees and beautiful homes. Things of that nature come to your attention, perhaps,

more than the historic things. You are probably better judges of beauty of structure than I am. You have the ability to take something ugly and turn it into something beautiful. This seems to me one of the highest things a man could possess. You appreciate more than I do, how something repulsive could be turned into something beautiful, by the ingenuity that you gentlemen possess. You are here to exchange ideas and profit by that exchange. You are also here to make friendships which are also important—the bond of fraternalism which generally does exist, where men meet and exchange ideas, is just as much a concern of yours as your meeting.

We want your meeting to become pleasant and profitable. We want you to become acquainted with Green Bay, and want you to go away with a feeling that you are welcome here, just like the ones who have been welcomed for the past three hundred years. If you should fall by the wayside like the Judge some years ago, don't give your right name.

PRESIDENT: I want to thank you, Mr. Dwyer, for that excellent talk. We appreciate your welcome, and I am sure this group deeply appreciate your remarks. Thank you.

Fellow Architects, it gives me pleasure to greet you this day, our sixth annual convention. I am sure you will be happy in the results accomplished in our efforts to place our profession upon the exalted place to which it is entitled. If you will but recall the long and hard struggle some of the other professional organizations have had in promoting their institutions, I am sure you will feel proud of your organization's progress at this time. This is due to the efforts of the members at large, and the officers, I believe.

I have had the good fortune to serve you as a member of the executive board for the past five years. During this period, many vital important problems of our profession have come to our attention. An effort has been made to solve them, and much work still remains to be done, and we ask that you give us your whole-hearted support. I ask that for the incoming officers. You owe them your wholehearted support.

Naturally, having had the experience of five years with this organization, there are certain things that have come to my mind that should be done, and I will repeat them as I see them. Many of these things we spoke of last night. They are, at least, what I think we should stand for. I would like to see this organization take a definite stand in respect to the functions of the architect and that of the engineer. That is, let's find out where we stand in relation to what he thinks he ought to do and what we think we ought to do. We are all well aware of the engineer's tactics, in securing commissions that rightfully belong to the architect. This practice is on the increase. Unless we make a determined effort to overcome this, we will find ourselves hanging out on the limb hoping the other fellow who is on the trunk cutting, will never get it cut through. Another thing that should not be tolerated by this group is the copying of plans. The engineers try to get in and eliminate the architect, if that is possible. This practice, you know, is very common. Conferences with several leading contractors in the State leads me to believe that they do not, at least the high grade contractor does not, believe that this practice should continue. We have a certain amount of support that we can gather from a percentage of that group who, no doubt, would be glad to work with us to overcome this practice. They realize, these better contractors, that the results obtained through the practice of their colleagues in making plans and specifications, that it does not result in good building construction; it hurts the industry, it hurts them, and it hurts ourselves.

Another thing, there seems to have sprung up, due to the activities of the governmental agencies in providing work for the unemployed, a tendency on the part of municipalities to employ engineers to make plans and specifications for work. This practice may easily be expanded, and include all public building work. This should be carefully studied and watched and stopped before we find ourselves agog by these agencies. This is a far more serious thing than we really see on the surface. It is dangerous. We must do something about it.

It is generally conceded by our profession that further legislation is needed — it is necessary for the profession and is necessary for the protection of the building public. I would like to see the Wisconsin architects protect their organization to the point where it would be a privilege to own a membership. This may require legislation in its own body. I would be much pleased if this convention would pass upon this, and place upon the board a number of younger members so that they may be privileged to obtain experience in the matters of this Association. It has come to my attention this past year in meetings and with several of the architects throughout the State, particularly the young men, who wonder what we are doing. I have explained to them the best I

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could, and they were surprised, surprised at the things that have been accomplished and what our objectives are, and it occurred to me today, what better thing could we do than to have a number of these younger men to sit on this board so that they may take back the knowledge to their districts. I sincerely urge the younger members of the profession to take an interest in the affairs. After all, the greater benefits that will be derived from the work that we are trying to do, they will receive. The older men of the profession are not going to get that benefit. I fear that unless these younger fellows take that interest, they will soon wake up to the realization that the profession has not been enjoying the exalted position it is entitled to in the eyes of the public. Much can be said about this, and I am sure the incoming Board will give it grave consideration.

The time is coming when the State Association of Wisconsin Architects will have to employ a Secretary whose duties will be to assist in keeping the organization moving towards its objectives. I want to say right now that we are very fortunate in having the energetic and capable Secretary that we now have. If you men who have not been sitting on the Board would meet with him and see what he is doing, you would deeply appreciate that his heart and soul is in his profession and in the interest of the organization, and I think the organization owes Arthur Seidenschwartz a vote of thanks.

SECRETARY SEIDENSCHWARTZ: I cannot help but extend my thanks to this organization for the privileges I have had, and it is an honor I shall long cherish.

I want to thank the members for their cooperation, and also the Executive board for their wonderful support. I haven't done very much. That is the way I feel, and I thank you.

PRESIDENT: We will now have the Annual report of the Board of Directors. You will hear the Secretary's report, and what I have said about him. I think you will agree that I have lived up to my remarks.

SECRETARY: Brother Architects: I think our President has put quite a load on my shoulders from the remarks he has just made. Before I give you the Annual Report, I would like to read two telegrams received:

"1937 Oct. 9 AM 8:14

Eau Claire, Wis.
Arthur Seidenschwartz
Beaumont Hotel
Green Bay, Wis.

Illness in family unable to attend convention very sorry
Howard M. Nelson."

"1937 Oct. 9 AM 8:14

Milwaukee, Wis.
State Assn. of Wisconsin Architects
Deliver 930A Beaumont Hotel, Green Bay, Wis.
It was my earnest desire to attend the convention; the death of my mother causes my absence.
Walter G. Memmler.
Pres. Elect, Seventh District."

"STATE ASSOCIATION OF WISCONSIN ARCHITECTS:

The annual report of the secretary of the State Association of Wisconsin Architects, October 10, 1937.

The following report is a resume of the meetings and the general activities of the Executive Board for the fiscal year ending October 1, 1937.

At the meeting of the newly elected Executive Board, held immediately after the annual convention, October 31, 1936, the following officers were elected.

President Mr. Henry Auler
1st Vice President Mr. H. W. Buemming
2nd Vice President Mr. Herbert Tullgren
Treasurer Mr. Roger C. Kirchhoff
Secretary Mr. A. L. Seidenschwartz

During the past year your Board held eleven regular monthly meetings and one special meeting. The average attendance for these meetings was 9.25 members by personal attendance and 4.5 members by proxies. The average absentees was 2.25 members per meeting.

At the December 11th, 1936 meeting, the following committees were appointed:

Publicity Committee—
Mr. Leigh Hunt, Chairman
Mr. Peter Brust
Mr. Fitzhugh Scott
Secretaries of all Districts

Educational Committee—

Mr. Herbert Tullgren, Chairman
Mr. Elmer Johnson
Mr. Carl Eschweiler
Mr. Roger A. Sutherland
Mr. Henry Loeprich

Legislative Committee

Mr. H. W. Buemming, Chairman
Mr. T. L. Eschweiler
Mr. Frank J. Hoffman
Mr. Frank Stepnoski
Mr. E. H. Berners
Mr. Ellis J. Potter

Practice Committee—

Mr. Edgar A. Stubenrauch, Chairman
Mr. William Mickelsen
Mr. William Herbst
President or Chairman of each District

Wisconsin Building Congress—

Mr. A. L. Seidenschwartz
Mr. H. W. Buemming, alternate

State Public Works—

Mr. Leo Brielaier, Chairman

At the January meeting the Chairman of the Publicity committee reported that progress was being made with the advertising campaign and that the committee would be ready to make further reports of its progress at the next meeting.

At this meeting a motion was offered and adopted that all members holding office in the several Districts were to be active members in the association, and the secretary was instructed to write the president of each district informing him of this ruling. This was done and with the constant notices calling their attention to this fact, it has been impossible to make the officers 100 per cent active. The average being four districts 100 per cent; one district 80 per cent, one district 60 per cent and one district 40 per cent. District No. 1 having only two members, has no officers.

The President, Mr. Henry Auler, called the Board's attention to a newspaper editorial that appeared in a Wisconsin city newspaper, stating that architectural fees of 6% for public work was excessive. The editorial was answered by Mr. Auler, stating that the minimum fee for this type of work was 6%, that this schedule of fees was adopted for the State Association at its annual convention in October, 1933, and that an Architect must receive this amount as a minimum fee in order to give satisfactory service to his client.

Mr. William Herbst asked for information relative to war memorials that had been built in the State in the past several years. The secretary wrote each District asking that they send this information direct to Mr. Herbst.

At the February meeting the Publicity Committee presented a complete report on the advertising campaign for the Architects. A synopsis of the report is as follows: Total cost for a 32 week period being \$7,200.00. The cost averaging \$6.00 per month per member for a period of eight months. The committee was instructed to send notices to the members and find out how much money could be collected.

Mr. Auler presented the contents of a communication that he had received relative to the violation of the Architects Registration Act in a small city located in the northern part of the State. The following resolution was presented and adopted and sent to the District in which the violation occurred.

RESOLVED that the Executive Board submit information to the District involved, that this information be verified and upon verification thereof, they approach the District Attorney of the County where the violation took place, and demand that he issue a warrant for the Contractor's arrest and prosecution for the violation of the Architects' Registration Laws of the State of Wisconsin.

The information obtained and a copy of the resolution was sent to the District in which this apparent violation took place.

At the March meeting of the Board, Mr. Eschweiler, Sr.'s resignation was received and accepted as Chairman of the Competitions Committee. Mr. De Gelleke was appointed as Chairman and Mr. Fitzhugh was appointed to fill the vacancy caused by Mr. Eschweiler's withdrawal.

A communication relative to a competition to be held for a new City Hall at Plymouth, Wisconsin, was submitted to the Board. The entire matter was referred to the Competitions Committee. This committee reported at a later meeting that the competition was recalled, that the City of Plymouth awarded the commission to a Wisconsin firm of Architects and that those who submitted sketches in the competition were reimbursed for their work.

Mr. Herbst presented a communication he had received from the Portland Cement Association relative to a series of six lectures on the "Analysis of Concrete Building Frames" to be given by Prof. W. S. Cottingham, some time in April. The presentation of these lectures to be sponsored by our Association. When notice of these lectures were made public, it was stated that they were being sponsored by the A.I.A. The lectures being of a highly technical nature, were poorly attended by the Architects.

At this meeting Mr. Mickelsen was appointed as a Committee of one to make a survey of the several Districts, make such changes and recommendations as he would deem advisable so as to make the meeting places more accessible for the smaller cities.

At the April meeting Mr. Hunt of the Publicity Committee reported that nothing would be done on the advertising campaign until at such time when at least 100 members of the association had subscribed thereto.

At this meeting a discussion was had as to the encroachment of the Engineer into the Architect's field. As the State Board of Examiners had ruled that where the greater portion of said work was of an engineering nature, an engineer could be employed for the entire work, otherwise it would be necessary to employ an Architect. Upon motion the Legislative Committee was instructed to make an investigation of this condition.

At the May meeting Mr. Hunt, Chairman of the Publicity Committee reported that due to the inability of getting sufficient subscriptions for the advertising campaign, it was moved that the campaign be postponed to a later date.

A communication was received by the President from the Pennsylvania Association of Architects together with a resolution they had indorsed for the forming of a National Association of all State Associations. It was moved that no action be taken on this communication.

Considerable discussion was had on the rate of dues to be paid to the A.I.A., and also on the small representation allowed at the A.I.A. conventions. Our representative to the convention was instructed to bring the matter of excessive dues to the attention of the convention and to point out that our Association could not pay such amounts with its financial set-up.

Mr. Hunt was appointed as delegate to the A.I.A. Convention to be held at Boston, May 31st to June 4th.

At the June meeting a press notice with reference to architectural fees on a Zoo Building in Racine, was referred to the Practice Committee of the Eighth District with instructions that they write the Racine Common Council explaining the Architect's fees in accordance with our Code of Ethics and that a copy of the letter be sent to the Secretary of the Board.

It was further moved at this meeting that the Practice Committee of the Eighth District send a letter to the Industrial Commission with reference to the employment of the P.W.A. Director of Kenosha, preparing plans for a school building in Kenosha County. Copies of the correspondence be sent to the Secretary of the Board.

A Committee consisting of Messrs. Carl Eschweiler, Chairman, George Spinti, Clarence Jahn, Harry Bogner, C. F. Bernard, Alfred Zarse, and Henry Hengels was appointed to collect photographs of outstanding examples of Wisconsin Architecture, as material for exhibit at the Paris Exposition.

At the July meeting Mr. Hunt, Chairman of the Publicity Committee reported that their committee had notified every member of the Association of the definite postponement of the advertising campaign and that if any moneys had been paid to the Milwaukee Journal, they should ask that same be returned to them.

Attention was called to the Board that several Architects were holding government positions and at the same time enjoying a good private practice, thus giving them a decided advantage over their fellow Architects. A motion was offered and approved that the Secretary with a committee of two additional members of the Board draft a letter to be sent to Mr. Boyer, the District Director of W.P.A. This letter was drafted, approved by the Board and sent to Mr. Boyer. Mr. Boyer answered the letter stating that a thorough investigation would be made by his office.

At this meeting it was suggested that the annual convention be held early in the month of October.

On July 23rd, at the invitation of several clients of an Architect who resides in the boundaries of the Seventh District, a special meeting of the Executive Board was called to hear the complaints of these clients against their Architect. In addition to the Board, a member of the State Board of Examiners and Attorney Carl Kuelthau were present. Records of the meeting were made by a recording stenographer. Each client making a complaint was called separately before the meeting which was conducted by Attorney Kuelthau who asked them to state their case in their own

words as to their difficulties with their Architect. Each client was asked to prepare an affidavit and present it to the Board before any further action could be taken. At the following August meeting a committee of three was appointed to make an inspection of the above clients' homes so that the Board would know exactly the condition of these houses and how far the affidavits would compare with their findings. This inspection was made in the early part of September and reported to the Board. If the charges brought against the Architect should prove fraud and incompetence which in the opinion of the Executive Board would be sufficient to ask for the revoking of his license, the case will be presented to the Board of Examiners with recommendations for such procedure.

At the September meeting the Chairman of the Publicity Committee, Mr. Hunt reported that he had been working on an advertising plan on a smaller scale and presented an outline of what he had in mind. Upon motion adopted he was to prepare a report of same, also of the advertising outline of the earlier campaign and report same to the pre-convention meeting.

The Chairman of the Practice Committee, Mr. Stubenrauch, reported that he had received a complaint in affidavit form from Mr. Krasin of Marshfield, contending that a registered engineer had acted in an unethical capacity in connection with the preparation of plans and specifications for an industrial building in the northern part of the State. Plans were submitted as evidence. After examination of the plans and discussion on the question, it was suggested that Mr. Krasin give the Board more detailed facts at the pre-convention meeting.

Mr. Eschweiler who was appointed to represent the Association at the convention of the League of Municipalities at Fond du Lac on September 16th; stated that it was impossible for him to attend the convention. It was suggested instead that the Secretary obtain a list of all building inspectors in the state and send them a copy of our Minimum Requirements so they can familiarize themselves with the work the Association is endeavoring to do.

The date of the pre-convention meeting was set for October 8th, and the convention was postponed from October 2nd to October 9th.

The following receipts were received by the Secretary during the past year:

| | | |
|--|-------------------|----------|
| Dues for 1936 | 2 members | \$ 10.00 |
| Dues for 1937 | 106 members | 530.00 |
| Dues for 1938 | 2 members | 10.00 |
| Dues for 1933 to 1937 | 1 member | 25.00 |
| Sale of booklets, Schedule of Practice and | | |
| Minimum Plan and Specification Requirements | | 8.27 |
| Overpayment of expense account to E. A. Berners | | |
| A.I.A. Convention, 1936 | | 1.56 |
| Overpayment of expense account of A. L. Seidenschwartz | | 2.80 |
| Balance on moneys collected at Convention in | | |
| Milwaukee in 1936 | | 3.00 |

Total

\$590.63

Respectfully submitted,

ARTHUR L. SEIDENSCHWARTZ (Signed)
Secretary.

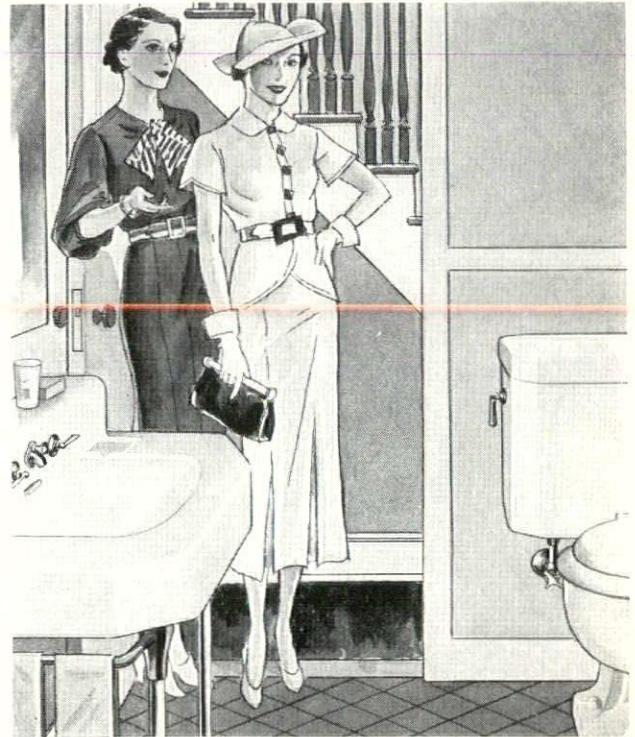
PRESIDENT: I think these are the facts, and unless there are any objections, we will accept the report as read. No objections—accepted.

The next report we will have is the report of our Treasurer.

TREASURER ROGER KIRCHHOFF: I have always felt that during the reading of this report, those who desire to leave the room usually do it during the Secretary's report. I wish you would stay, and I wish you would think about the figures in this report, because I would like to make a few remarks about them. I will make it brief.

During the year we received dues from 111 members, at \$5.00 per member, and as our Secretary pointed out, one member paid back dues for five years. We must have rendered a service to that man. During the year we sold booklets amounting to \$10.43, a surplus fee returned on the bank of a year ago of \$3.00, and miscellaneous receipts of \$1.35, or a total of \$594.78. During the year, as authorized by the Board, fifty-two some disbursements were made. I don't think it is necessary to read the summary of what was paid and the amounts. The matters, I believe, are for anyone's inspection who wishes to examine them after the meeting is over. We spent during the year, \$718.63. Deducting the check tax on the part of the bank, we wind up the year with a balance of \$272.39. I have a statement from the bank as of yesterday to prove, Mr. President, that that much money is in the bank.

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KOHLER OF KOHLER

If I may have your attention, I would like to make a few statements. Being a treasurer of an organization like this, serving you over a period of years, one is subject to some very abusive abuse, and the toll of that abuse is beginning to show, and the results are inevitable. I am sorry to say that we are not making the progress in developing the treasury as we should. We spent this year more money than we received. The cause of that was merely the fact that your Board undertook the carrying out of one or two matters very definitely of interest to the Association, that required the expenditure of money. In one case, the employment of a public stenographer for a long evening to take testimony and the necessary copies for distribution, the transcript that cost a considerable sum. We know that we do need, when we enter into a certain type of controversy, the advice of counsel, and I think all of you who have in the past employed an attorney, know that going to an attorney is not a cheap procedure, and when you realize that our only income is \$5.00 per member year, and it takes a good many members to develop a sum sufficient to pay one attorney's fees. It is noticeable in this report that one-fourth of the total members of the Association are paying dues. I believe later this afternoon, and maybe in our normal business, some matters pertaining to that will be taken up. In other words, $\frac{3}{4}$ of our members continue to receive many of the benefits of our association with little or no effort to pay. I wonder if we have ever thought, as we go about the buildings, the erection of which we are directing, what some of the workmen, the electricians helpers for instance, the plumbers helpers, the man who is digging the ditch for the drain. Did you ever consider what that man pays monthly into his organization for the privilege of having a right to belong? If you will inquire what they pay in the way of a cash fee to be received in that organization and add that up for a period of years, you will realize that you, as architects, are either careless or unconcerned in your profession or organization, that it apparently is not worth \$5.00 a year. I think we have something to think about and something to straighten up. Thank you.

PRESIDENT: I am glad the Treasurer made his complete report. Unless there are objections, that report will be received and placed on file. Hearing no objections, it will be so filed.

(To be continued)

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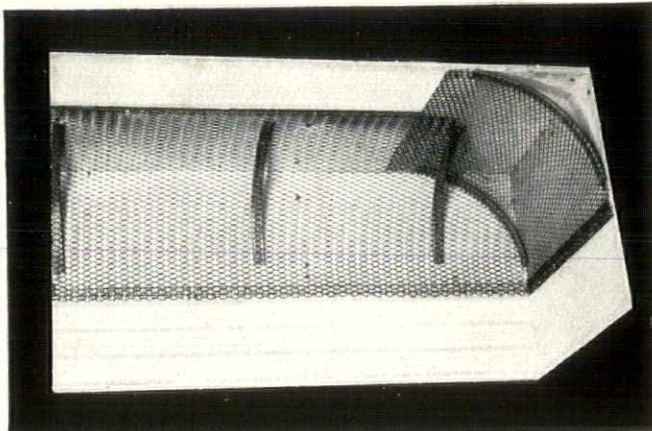
is a perfectly formed material which can be rapidly applied to wall or ceiling. It is Diamond Mesh Lath welded to curved channel sections. The Cove is made for a finished plaster surface of 6, 8, and 10-inch radii. This pre-formed Cove Lath is simple and easy to use and dispenses with all of the fussy time ordinarily consumed in cutting wood brackets and forming cove on the job . . . resulting in a substantial saving of time and money.

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OFFICERS FOR 1938

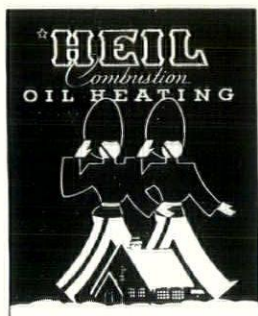
At the 1937 Convention in Green Bay the following men were elected officers of the State Association of Wisconsin Architects for 1938:

- Leigh Hunt—President
- Herbert W. Tullgren—1st Vice-President
- William Mickelsen—2nd Vice-President
- Carl Eschweiler—Secretary
- Arthur L. Seidenschwartz—Executive Secretary
- Gregory Lefebvre—Treasurer

And the following were named to serve on the Executive Board:

- Leigh Hunt—Milwaukee
- Herbert W. Tullgren—Milwaukee

- Wm. Mickelsen—Racine
- Carl Eschweiler—Milwaukee
- Gregory Lefebvre—Milwaukee
- E. F. Klinger—Amery
- C. Madsen—Stevens Point
- Walter Memmler—Milwaukee
- Frank Drolshagen—Milwaukee
- Frank J. Hoffman—Racine
- Gerrit J. De Gelleke—Milwaukee
- Urban Peacock—Madison
- W. A. Oppenhamer—Wausau
- Ellis J. Potter—Madison
- Frank J. Stepnoski—Fond du Lac
- Noel Ross Safford—Green Bay



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